



# New England Agricultural Statistics Service

a field office of the National Agricultural Statistics Service  
United States Department of Agriculture

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## USDA TO MEASURE AGRI-TOURISM IN VERMONT

Farming has been an important part of Vermont's landscape since before the arrival of European settlers, and continues to be so today. With the decline of the family farm, many Vermont farmers are diversifying their operations in order to keep their farms alive. One diversification opportunity that has presented itself to many Vermont farms is agri-tourism.

Agri-tourism is a commercial enterprise at a working farm conducted for the enjoyment, education, or active involvement of the visitor that generates supplemental income for the farm. Family farmers in Vermont are operating small bed and breakfast operations, conducting educational farm tours, hay rides, and many other agri-tourism activities to bring the farm experience to more people and provide additional revenue to support the farming operation.

How much does agri-tourism contribute to the total tourism industry in Vermont? Which types of agri-tourism are the most successful on Vermont farms? These and other questions will be answered from an upcoming Agri-tourism survey conducted by the New England Agricultural Statistics Service, a field office of the USDA's National Agricultural Statistics Service.

Data collected from this survey will, for the first time, show the true picture of Vermont agri-tourism, and its importance to the agriculture and tourism industries in Vermont. Many farmers will see direct benefits from the results of this survey. Some farmers will be able to use this information to initiate agri-tourism on their own farm, and farmers already involved in agri-tourism will be able to use this information to lobby for support of the industry.

Approximately 1,200 Vermont farmers will be asked to participate in this statewide effort to measure the importance of agri-tourism in their state. The producers selected for this project will be mailed a sample questionnaire and a letter requesting their help. Interviewers will conduct the survey by telephone between July 18 and 31, 2001.

[The New England Agricultural Statistics Service is a field office of USDA's National Agricultural Statistics Service. Located in Concord, New Hampshire, it is responsible for agricultural statistics for all six States in the region. The office can be reached at 1-800-642-9571 or through e-mail at [nass-nh@nass.usda.gov](mailto:nass-nh@nass.usda.gov). All national statistics and state level newsletters are available through free e-mail subscriptions and on the Internet at <http://www.usda.gov/nass/>.]

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